

### **Claim amendments**

1. (Previously presented) A method of displaying an ad on a video replay system, the method comprising:

obtaining a first ad;

displaying, on a display of the video replay system, user selected program content stored at a storage medium of the video replay system;

while the user selected program content is being displayed on the display of the video replay system, entering a pause mode in response to a user action that comprises pressing a pause key;

upon entering the pause mode, the video replay system starting a timer and subsequently using the timer to determine whether a time delay greater than zero seconds has elapsed;

after starting the timer but prior to the video replay system determining that the time delay has elapsed, continuing to display the user selected program content on the display of the video replay system, wherein the user selected program content displayed during the time delay is paused; and

after the video replay system determines that the time delay has elapsed, displaying, on the display of the video replay system, the first ad instead of the user selected program content.

2. (Previously presented) The method of claim 1, further comprising:

allowing a user to set the time delay.

3-4. (Canceled)

5. (Previously presented) The method of claim 1, wherein the first ad is a commercial ad.
6. (Previously presented) The method of claim 1, wherein the first ad is a user-selected picture.
7. (Previously presented) The method of claim 1, wherein the first ad is a user-selected still photograph.
8. (Previously presented) The method of claim 1, wherein the first ad is a user-selected video clip.
9. (Previously presented) The method of claim 1, wherein the first ad is a still commercial ad.
10. (Previously presented) The method of claim 1, wherein the first ad is a commercial ad containing a video clip.
11. (Previously presented) The method of claim 1, wherein the first ad is a video animation.
12. (Canceled)

13. (Previously presented) The method of claim 1, wherein the first ad is obtained from an ad placement engine.
14. (Previously presented) The method of claim 1, wherein the first ad is obtained from external storage.
15. (Previously presented) The method of claim 1, wherein the first ad is downloaded from a computer connected to the video replay system.
16. (Canceled)
17. (Previously presented) The method of claim 1, wherein the first ad is a full-page ad.
18. (Previously presented) The method of claim 1, wherein the first ad occupies less than all of the display.
- 19-21. (Canceled)
22. (Previously presented) The method of claim 1, wherein the pause key is on the video replay system.

23. (Previously presented) The method of claim 1, wherein the pause key is on the display of the video replay system.

24. (Previously presented) The method of claim 1, wherein the pause key is on a remote control.

25. (Previously presented) The method of claim 1, wherein the video replay system is a handheld video player.

26. (Previously presented) The method of claim 1, wherein the user selected program content comprises a selected television program, the method further comprising:  
prior to displaying the user selected program content:  
(i) receiving the selected television program content at the video replay system; and  
(ii) storing the selected television program content at the storage medium of the video replay system

27. (Previously presented) The method of claim 1, wherein the display of the video replay system comprises a television set.

28. (Previously presented) The method of claim 1, wherein the display of the video replay system comprises a cellular device.

29-30. (Canceled)

31. (Previously presented) The method of claim 1, further comprising:

the video replay system determining that the first ad has been displayed for a predetermined time period during the pause mode and the video replay system obtaining a second ad and causing the display of the video replay system to display the second ad instead of the first ad.